Setting Values and Goals for Your Farm Business

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Values

- Beliefs and philosophy that reflect your view on life.
- Will influence your business decisions and guide your farm operation.
- What are your values?
Whole Farm Planning

- Ties all elements of a farm plan together—environmental, economic and social—into an integrated whole.
- Provides a road map for the future.
- Helps to plan for future profitability.
- Prepares you for expansion and change.
- Provides you with a nice reference document.
Whole Farm Planning

Box 3
Four Phases of a Whole-Farm Planning Process

1. Goals

2. Resources
   - Human
   - Soil, Water, etc.
   - Economic

3. Planning and Decision Making

4. Monitoring with Indicators
Develop a Vision

- Use your values as a way to dream your farm vision & goals.
- Brainstorm by asking questions and developing your farm vision.
- Vision can be a farm map, a story or a picture. Be creative!
Write a Mission Statement

- Statement of purpose that rolls vision and values into one statement.
- Can be used succinctly to communicate your message to customers.
- Come back to it over time and modify the statement.
Setting Goals

- What do you want to achieve in the future?
- Common goals for the whole family/management team.
- Prioritize for better decision making.
Quality of Life Considerations

- What is it you want from your life?
- How can you make farming enjoyable and rewarding for the whole family?
- What would you like for your children and for your community?
- Think about health, happiness and cultural/spiritual needs.
Future Goals/Vision

- What do you expect to produce from your land?
- What stewardship practices are important to you?
- What do you want your farm to look like in the future?
Financial Considerations

- Will this provide the full income for your family, or will it be supplemental to another job?
- How long can you wait before your agricultural enterprise generates income?
- What kind of capital can you invest up front?